

ABSTRACT OF THE DISCLOSURE

Process for application of a coating medium on a traveling material web that is one of paper and cardboard, the coating medium including at least one of a pasty medium and a liquid medium, wherein the process includes forming a material web in a wet section of a machine for one of paper and cardboard and guiding the material web which is still wet with a traveling, endless, carrier belt during application of a coating medium. The application of the coating medium includes transferring the coating medium from a roll-coating mechanism to at least one transfer belt onto the still wet material web. The coating medium is transferred from a surface of the at least one transfer belt moving in a direction of travel of the material web. The at least one transfer belt is a traveling, endless, air-permeable transfer belt which is guided by rolls. This Abstract is not intended to define the invention disclosed in the specification, nor intended to limit the scope of the invention in any way.